

AMENDMENTS TO THE ABSTRACT

Please change the Abstract as follows:

A spontaneous delivery marketing system and method is disclosed. Customised in which customized offers for consumers are generated by an application server (106) which extracts targeted offers for particular consumers from database (104) by application software contained in processor (P2) associated with ~~the~~ a database server (104) and the application server (106). Particular offers for particular consumers are transmitted to a first database (107). Consumers are individually identified without interaction by ~~the consumers carrying~~ a RFID tag (111) which is carried by the consumer and detected by an RFID reader (110) at a retail outlet. Any offers for the particular identified consumers ~~detected~~ are forwarded to the user's mobile telephone (112) as a SMS message so the user is alerted to the offers applicable to that consumer.